

October 26, 2012

To: Executive Board

Subject: **Request to Issue RFP – Comprehensive Operational Analysis**

Recommendation

Authorize the Executive Director to issue a Request for Proposals to procure services for a Comprehensive Operational Analysis of the agency's service.

Analysis

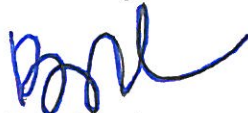
Foothill Transit's last Comprehensive Operational Analysis (COA) was finalized in April 2005. A COA is an in-depth study of existing transit services which culminates in a set of short, intermediate and long term recommendations or improvements to service. The COA to be procured will include physical onboard passenger counts and schedule checks, analysis of customer transfer activity, on board surveys including demographic and origin-destination study, and line by line performance analysis. Many agencies complete this process every five years.

In addition to assessing improvements to the Foothill Transit system, data collected from the COA will be used to comply with Federal Transit Administration (FTA) Title VI regulations which recommend that Foothill Transit collect information regarding demographics and travel patterns of its riders every five years. Finally, an updated COA will also ensure that Foothill Transit's current routing and operations are efficient and effective, as well as provide recommendations to serve future riders.

Budget Impact

COAs for comparable agencies run between \$400,000 and \$800,000 based on the scope of work. As the scope of work is refined, so will the cost estimate. Foothill Transit's FY 2013 Budget includes sufficient funding to complete at least the initial phases of the Comprehensive Operational Analysis. Additional tasks may be executed in FY 2014, if necessary.

Sincerely,



Britt Card
Transit Planner



Doran J. Barnes
Executive Director